

Five steps to turn brand culture into brand content

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Companies in pursuit of brand content, should not overlook internal ethos and culture as a potential content stream.

Celebrating own brand identity, signage, interiors, team activations and iconic personalities via articles, videos and infographics can succeed in giving potential customers and prospects insight into your company, service or brand and is thus a great way to attract like-minded fans and followers.

The amazing experience of Bizcommunity's recent office greening workshop and craft collab with [Nuno](#) facilitated by Sue Kingma not only resulted in the organic contemporary feel we had in mind for our new offices, but also reminded us to weave the great Bizcommunity culture into our own brand content more often.



Your company's culture is a shared purpose. Content is how you share it.

How to be your own brand publisher:

- **Choosing an activation:** Choose a team-building or company activation that will be able to share and express your company's values, beliefs and principles with both internal teams and your desired external audiences.
- **Don't waste photo opportunities:** Before your activation, arrange a designated photographer or set up for video, Gopro or drone footage to capture the inevitable great moments you will want to use to illustrate your content.
- **Curate:** Posting 80 pics to Facebook or a half-hour video will obscure the brand message you wish to convey about your company rather than clarify. Follow the examples of Wallpaper, Trendland and other culture aggregators for optimum editing style, to convey the story of your event and achieve the essence of your desired communication outcomes.
- **Post and share:** Compose a short press release to accompany your audio or visual footage, including dates and locations, and as many links, tags and credits as possible for posting via your company blog and social media channels such as Facebook, Instagram or via third party community media such as Bizcommunity or weekly free sheets for broader distribution.
- **Build momentum:** With the right intentions, peripheral activities, such as fun runs, CSI initiatives, training, workshops, breakaways, redecorating, etc. are as much a part of your brand's DNA as your products, promotions and services. Sharing regularly will build your company's reputation for excellence and one that can make exciting things happen.

In the run-up to your company's year-end activities, let us share your corporate culture with our business communities. To guarantee a regular professional content presence for your company, consider opening a [press office](#), contact sales@bizcommunity.com for more information.





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